

ISO CERTIFICATION INCREASES COMPETITIVENESS AND PROJECTED SALES

ABOUT AMFLEX PLASTICS, INCORPORATED. Based out of Oceanside, California, Amflex Plastics is a woman-owned business with a strong Latino heritage. The organization employs 20 workers, and its facility utilizes several processing technologies to provide proprietary polyolefin co-polymer formulated plastic hoses and spiral hose equipment.

THE CHALLENGE. Amflex Plastics was challenged by its lack of ISO 9001:2008 certification. Most larger companies began to require all partners and suppliers to be ISO 9001:2008 certified. Because the company lacked ISO certification, many of its new contracts were through other manufacturers as a subcontractor. By 2015, more than half of the company's revenue was generated by supplying products as a subcontractor. Amflex's sales were increasing, but with smaller profit margins. Amflex's existing customers also began to require all partners and suppliers to have ISO certification. This potential loss of business would negatively impact client retention efforts and place employees at risk. It was clear that in order to retain clients and employees, independently compete for larger customers, and enhance its reputation as a quality vendor, Amflex would need to obtain its ISO 9001:2008 certification.

MEP CENTER'S ROLE. Amflex Plastics connected with CMTC, part of the MEP National Network™, for assistance with ISO 9001:2008 certification. The project began with a management meeting to outline the necessary objectives to implement a Quality Management System (QMS) and guide the company throughout the process in preparation for ISO 9001:2008 certification. Consultants worked with key leaders to identify the required modifications for their current system documentation to enable certification achievement.

Amflex's workforce was coached on how to create and implement quality control measures. Following the specific criteria to pass an independent audit for certification, leadership was guided on how to implement detailed procedural changes to improve workflow. In June 2016, the company successfully passed the third-party audit to obtain ISO 9001:2008 certification. Amflex Plastic's new quality control measures led to improved employee motivation, a reduction in operational errors, and a better ability to automate processes and reduce waste. Certification helped the company compete in the market without having to go through other organizations as a subcontractor.

"ISO 9001:2008 registration has made a positive impact on our company's growth efforts, enabling us to compete for critical contract opportunities. We project \$675,000 in new sales, and could not have done this without CMTC's assistance."

-Raul Castro, Chief Executive Officer

RESULTS



\$675,000 projected in increased sales



\$300,000 in retained sales



3 jobs created



10 jobs retained



\$209,000 in cost savings

CONTACT US



690 Knox Street
Suite 200
Torrance, CA 90502



(310)263-3060



www.cmtc.com

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